

Prince William Partnerships for Health

Using the Media as a Communications Tool

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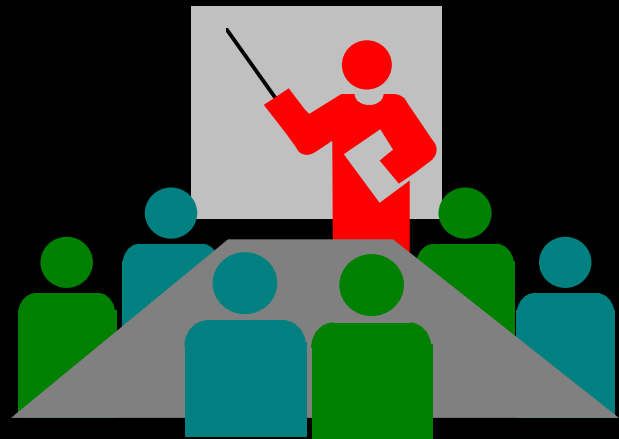
June 5, 1999

Planning for a Successful Media Campaign

- ✓ Partners and Existing Opportunities
- ✓ Identification of Need
- ✓ Strategy - Event and Media
- ✓ Implementation

Strategies for a Successful Media Campaign: Logistics

- ✓ Irresistible opportunities
- ✓ Timing
- ✓ Early Notification
- ✓ Follow-up
- ✓ Persistence
- ✓ Quality Materials (including quotes)



Strategies for a Successful Media Campaign: Setting the Stage

- Local Relevance
- Drama
- Authentic community voices
- “Celebrity” Spokesperson
- Kodak Moments

Successful Strategies...

The Prince William Experience



Defining Success in a Media Campaign

**Extra! Extra!
Prince William Partnerships for Health
In the News! Read all about it!!!**



Local Relevance

- “A Civil Action” - environmental health
- Involvement of children
- Location

Drama

- Press release
- Absence of presence (element of surprise)
- Speakers



Authentic Community Voices

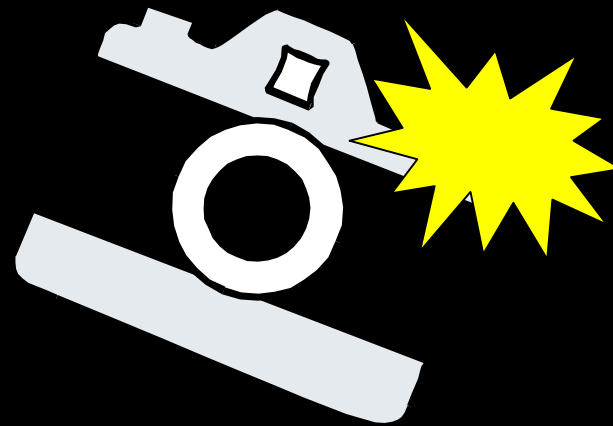
- Children's expressions of health
- Speakers: "Hometown Heroes"

“Celebrity” Spokesperson

- Elected Official
- University Professor
- Religious Leader

Kodak Moments

- Backdrop
- Location
- Speakers
- Attendees



Short-term Results

- Two front page stories/pictures
- One follow-up editorial
- One television interview
- Two radio interviews



Long-term Results

- Continued coverage of Partnership Activities
- Ongoing relationships with media established (now they call us)
- “Quick successes” for Partnership
 - enhanced relationships
 - demonstrated power of collaboration
 - increased “prestige”



Partnerships for Health

“Creating a vision of health for the 21st century”



